Healthcare System Drives Better Outcomes

Redpoint and Snowflake Provide a Solid Data Foundation to Optimize Marketing Spend, Enhance the Patient Experience

Healthcare is becoming increasingly personalized. Consumers and patients want providers and health plans to know them as individuals, with relevant messages and communications that are tailored to their needs. Personalized interactions may include sending relevant education about a health condition, proactive notifications that help a patient stay healthy, or help with scheduling and keeping appointments that address an individual patient's barriers such as a lack of transportation.

The need to develop a deeper understanding of patients and members – and thus to boost member satisfaction, foster loyalty and retention, and optimize marketing spend while compiling more precise attribution and reporting – are some of the reasons why a non-profit Catholic healthcare system selected the Redpoint CDP to spearhead a "HEALTH 2.0" initiative. With a strong data foundation central to its vision of enhancing the patient experience, beginning with a patient-centric approach to marketing, the organization chose the Redpoint CDP on the Snowflake Marketing Data Cloud as the platform best suited to accomplish its objectives.

According to a leading marketing executive at the healthcare organization, it had a "consumer experience problem" that it wanted to fix, but "we first needed to fix the data problem."

A Data-Driven Healthcare Initiative

Its marketing technology at the time was ill-suited to the task. A proliferation of marketing channels, tools, platforms and environments created disparate siloes of patient data which prohibited a unified patient experience and made it a challenge to comply with consumer data protection regulations.

This framework served the provider organization well for its traditional marketing campaigns; think mass media, hard-to-measure campaigns such as billboards and television advertising that typically marketed a service. A billboard advertising knee replacement surgery, for example, didn't require any understanding of an individual patient's needs, nor did it specifically target patients who actually needed the surgery. But the organization's existing technology was not designed to power highly personalized, relevant and measurable campaigns.

The health system highlighted a typical flu shot campaign to illustrate why it needed to change. Said the marketing executive, "We were scattering our flu shot campaigns haphazardly and optimizing to ad impressions and clicks, merely hoping our messaging was landing in the right spot and that we would drive more flu shots."

By transitioning to the creation and delivery of personalized experiences through unified data provided by Redpoint and Snowflake, the health system aimed to solve for several important use cases, among them capturing residents new to a geographic area and connecting them with a new primary care physician, closing care gaps, and driving patients to needed specialists.

> "Using the Redpoint CDP on the Snowflake Marketing Data Cloud has allowed us to accelerate revenue-generating projects with ease and at a low cost. With real-time data quality and a unified patient view, we deliver personalized care across all touchpoints, improving patient outcomes through better, more tailored experiences," said the marketing executive.

Redpoint and the Snowflake Marketing Data Cloud

To maximize the value of its patient data and its existing marketing technology, the healthcare system chose to deploy the composable, HIPAA-compliant Redpoint CDP using the Snowflake Marketing Data Cloud as its primary customer database.

A key requirement for the healthcare system was to control its own data. By deploying Redpoint on top of the Snowflake Marketing Data Cloud, it maintains control of its data inside of its Snowflake instance with zero data replication .

Another requirement was for its marketing platform to have complete CDP functionality with a primary focus on data quality at the point of data ingestion. Because the organization's vision for a patient-centric approach hinged on having a single patient view, it was imperative that the CDP create its own unified profile. Whereas other composable CDPs outsourced identity resolution and a Customer 360 to other vendors, all of that functionality is core to the Redpoint CDP.

The healthcare system cited Redpoint's best-in-class data quality and identity resolution capabilities in the creation of a comprehensive, real-time unified profile as main reasons Redpoint was selected. Redpoint provides the only enterprise CDP that offers a full range of CDP capabilities that can be run directly in Snowflake, ensuring that data is always ready for business use:

> • Automated Data Ingestion and Data Quality – Designed to handle all enterprise data at the cadence of the customer.
>
> • Identity Resolution – Tunable for all use cases while delivering complex and accurate patient profiles using advanced matching and machine learning techniques.
>
> • Segmentation and activation – Using easy-to-build, reusable selection rules and models with the most advanced no-code segment builder to dynamically and precisely segment audiences, powering superior CX at every touchpoint.

A New Path Forward for Personalized Patient Experiences

The Redpoint CDP unlocks omnichannel personalization by eliminating disparate siloes of patient data. With data from every source updated and ingested in real time, the unified Customer 360 provides a single patient view that is consistent across the organization. Providers, marketers, call centers, diagnostics, EMR system, websites, billing – everyone has the same, updated consolidated record. This deeper understanding of an individual patient is the key to providing relevant personalization in the cadence of an individual's omnichannel healthcare journey.

The combination of Redpoint and Snowflake opens new lines of innovation for enhancing the full patient experience. Because all patient data exists in the Redpoint CDP using Snowflake as its database, the healthcare organization is attuned to digital signals from individual patients that become part of a Customer 360. This allows the organization to be far more proactive and precise in analyzing individual patient needs, a benefit that extends beyond marketing use cases.

With the Redpoint CDP on the Snowflake Marketing Data Cloud, the healthcare organization now:

> • Guides patients on an optimal care path using the real-time, Customer 360 for each patient and prospect
>
> • Enhances personalization in the context of an individual patient journey
>
> • Uses an intuitive UI that enables non-technical marketers to provide granular multi-channel attribution and ROI reporting, with high accuracy
>
> • Meets regulatory requirements for patient information security

Built for Personalization, Growth and Scalability

The healthcare organization also chose to run the Redpoint CDP on the Snowflake Marketing Data Cloud because it is continually expanding its footprint, adding new affiliates, brands, clinics, hospitals, ambulatory sites and health

plans to its network. With continual growth, it needed a CDP that is fully adaptable to existing and future use cases as well as changing technology needs.

The Redpoint CDP can uniquely connect to as many additional databases as required in a shared Snowflake instance. With direct access to these additional databases in a shared Snowflake instance, Redpoint maximizes speed to value in the data migration process. Redpoint's flexibility includes being adaptable not only to the database, but also to additional data and downstream channels. This flexibility allows the healthcare organization to quickly spin up new applications to capitalize on emerging trends, such as GenAI and the use of Large Language Models (LLMs).

Within months, the Redpoint CDP's integration with the organization's existing technology stack streamlined end-to-end campaign management, optimizing every step from campaign design to deployment and measurement. With Redpoint and the Snowflake Marketing Data Cloud, the healthcare organization transitioned from multichannel to omnichannel marketing, increasing patient acquisition and activation over the status quo and realizing a significant boost to the bottom line attributed to marketing efforts.

One of the biggest benefits of using Redpoint and the Snowflake Marketing Data Cloud, according to the marketing executive, was that a highly responsive marketing platform allows it to far better align marketing spend. By devoting attention to patients who most need immediate care, the organization achieved the dual benefit of demonstrating a clear ROI while at the same time improving health outcomes.

About Redpoint Global

Redpoint helps innovative companies ignite the full potential of data to drive superior customer experiences across the enterprise. The Redpoint CDP creates the most complete, timely and accurate unified customer profile to power any business use case, using industry-leading data quality and identity resolution combined with dynamic, no-code segmentation and activation. Marketers and CX leaders rely on Redpoint to fuel hyper-personalized experiences that yield tangible ROI in customer acquisition, engagement, loyalty and retention.